Changing practices of built environment professionals to face sustainability challenge. Analysis of two Scandinavian case studies

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Title: *Changing practices of built environment professionals to face sustainability challenges. Analysis of two Scandinavian case studies.*

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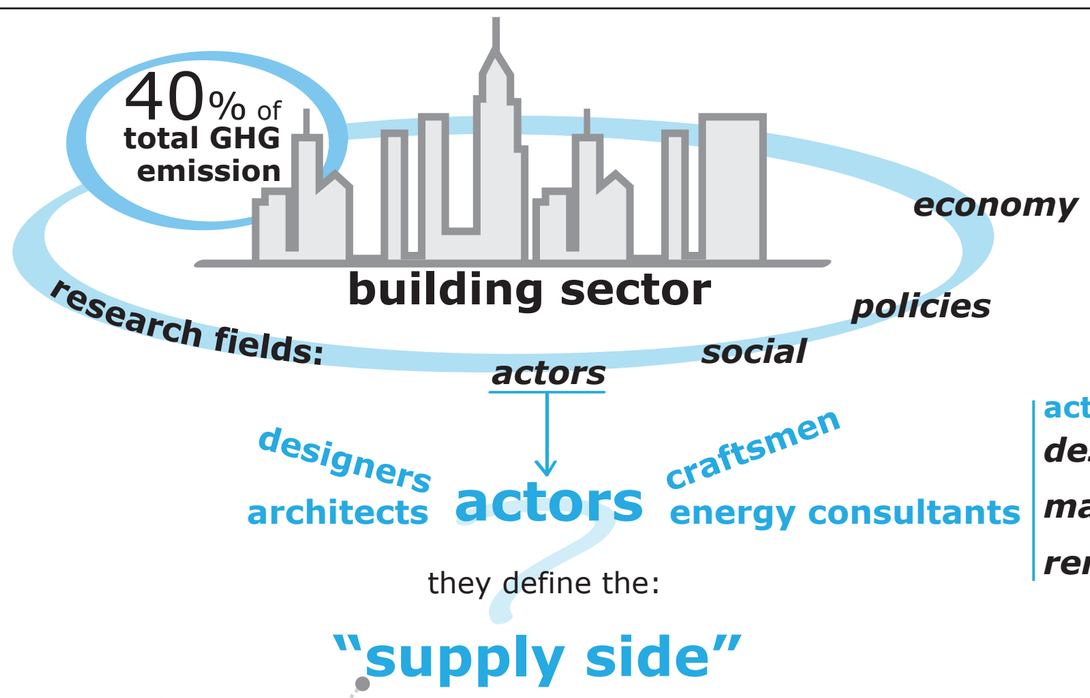
background



actors are involved in different building's activities:
design construction
maintenance
renovation

designers, architects, craftsmen, energy consultants — **actors**

they define the:

"supply side"

research question

how do **built environment professionals' practices** change in order to **meet** the **challenges** imposed by **sustainability** and climate change concerns?

The paper hints towards **new trends** in built environment professions, with particular regard to the development of **"soft" skills** like **negotiating**, **marketing** and **leadership** in the implementation of innovative projects and initiatives. The **increasing consideration** towards **users' needs** and requirements is another trend.

Over the years, there has been an increased focus on **how** technological innovation occurs and is **diffused** through industries and communities of practices. **Approaches** have **included** considerations over:
- ***systems innovation***
- ***learning***
- ***networking***
- ***clustering***
- ***discussion***

The awareness of the fact that the nature of the interactions and of capabilities is context and resource dependent does not put factors related to the context at the centre of our analysis, but rather emphasizes how practices related to the intermediation work of the actors can be adopted to "suit changing circumstances" (Guy and Shove, 2001).

context — related to — **social interaction**

intermediation work

analysis

case study analysis

data collection: interviews / documents / records

- ***multiple-case design***
- ***different countries***
- ***different phenomena***

	case 1_GreenZone	case 2_Energyproffer
where	Umeå, Sweden	Frederikshavn, Denmark
when	Started in 1997, completed in 2000	2011 ongoing
what	A motorist area designed with attention to environmental and social issues. A good example of cooperation between the client and the architect.	A coordinated local initiative to enhance skills of built environment and energy professionals and disseminate information to houseowners.
why	The desire of creating low environmental impact buildings through the early involvement of projects' participants.	The need to increase the rate of energy efficient renovations.

photo: Valeria Montrucchio

networking, education, role of the client, inspiration of nature, cooperation

professional development, learning, planning dimension, coordinated local initiative, networking

conclusions

- **local level** initiative
- **coordinating** role of municipalities
- the **client** asked for an innovative project from the **beginning**
- the **architect** had **networking** and **technical competences**

- pivotal role of the "**learning process**"
- attention to **user requirements**
- attention to **supply/ users communication**

users involvement through experience-sharing and word-of-mouth

Supply side actors are often in charge of the practical implementation of **new technical solutions**. The role of these actors comes to importance with relation to their capacity of **influencing practices of other professionals** they relate with, thus contributing to the diffusion of new practices which can **favour sustainability** in the built environment. These actors have also a positive **impact** on the determination of **consumers' demand** for sustainable solutions.

relevance of a systemic approach for technical and social aspects

education and learning among actors

local policy initiatives to ensure a planning dimension in energy renovations of houses

further research:
- further analysis of educational methods
- exploration and comparison of different professional practices
- influences of geographical and cultural environment
- quantitative aspects